## ORDER

Orders Order / Rev: 414864 Alt Order #: Holcomb for Governor Product Desc: Estimate: 1966 Flight Dates: 10/17/16 - 10/23/16 Primary AE: **Howard Voss** Original Date / Rev: 09/09/16 / 10/11/16 Sales Office: NDUN Order Type: **NORMAL** Sales Region: National **Target Enterprises** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 15260 Venture Blvd EOM/EOC 15% Sherman Oaks, CA 91403 Agency Commission: Advertiser Name: Eric Holcomb for Indiana New Business Thru: A35+ Order Separation: 00:10:00 Demographic: **Product Codes:** Candidate - State - Governor Advertiser External ID: 69218 Priority: P-04 Agency External ID: 6189 Unit Code: Revenue Codes: AGY, POL, POL-CAND General Bill Plan

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/26/16	10/23/16	158	\$35,025.00	\$29,771.25	October 2016	158	\$35,025.00	\$29,771.25	552.60
					Totals	158	\$35,025.00	\$29,771.25	552.60

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	ĺ
Howard Voss			Start Of Order - End Of Order	100%	

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N 1 WNDU 10/17/16	10/23/16	Newscenter 16 @ Newscenter 16 @	•	558p-630p	МГЖГБ	:30	10	\$400.00 P-04	6.50 NM	10	\$4,000.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/17/16 1	0/23/16	МГЖГБ	10	\$400.00	6.50						
N 2 WNDU 10/17/16	10/23/16	NBC Nightly News	s CM	630-7p	MTWTF	:30	3	\$600.00 P-04	8.50 NM	3	\$1,800.00
		NBC Nightly News	S								
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/17/16 1	0/23/16	МГЖГЕ	3	\$600.00	8.50						
N 3 WNDU 10/17/16	10/23/16	16 Morning News	@ 6a CM	558a-630a	MTWTF	:30	10	\$250.00 P-04	2.80 NM	10	\$2,500.00
		16 Morning News	6a								
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/17/16 1	0/23/16	MTWTF	10	\$250.00	2.80						
N 4 WNDU 10/17/16	10/23/16	M-F 7p-730p	CM	7p-730p	MTWTF	:30	5	\$150.00 P-04	2.80 NM	5	\$750.00
		M-F 7p-8p						,			,
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	0/23/16	MTWTF	5	\$150.00	2.80						
N 5 WNDU 10/17/16	10/23/16	Newscenter 16 @	11p MGM	11p-1135p	MTWTF	:30	10	\$350.00 P-04	3.40 NM	10	\$3,500.00
	. 0, 20, . 0	Newscenter 16 @	•	роор		.00		ψοσσίοστ στ	0		ψο,σσσ.σσ
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	0/23/16	MTWTF	10	\$350.00	3.40						
N 6 WNDU 10/17/16		The Tonight Show		1135p-1237a		:30	5	\$125.00 P-04	1 70 NM	5	\$625.00
11 0 111100 10/11/10	10/20/10	The Tonight Show	_	1100p 12076	A MIWIT	.50	3	ψ120.001 OF	1.70 14101	3	ψ020.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	0/23/16	MTWTF	5	\$125.00	1.70						
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414864 Advertiser: Eric Holcomb for Indiana

Order / Rev:

Alt Order #: Product Desc: Holcomb for Governor WNDU

Flight Dates: 10/17/16 - 10/23/16 Estimate: 1966

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N 7 WNDU	10/17/1	6 10/23/16	Today Show II Today Show II	СМ	9a-10a	МГWГF	:30	10	\$110.00 P-04	3.30 NM	10	\$1,100.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays MTWTF	Spots/Week 10	<u>Rate</u> \$110.00	Rating 3.30						
N 8 WNDU	10/17/1	6 10/23/16	Su Today Su Today	СМ	9a-10a	S	:30	2	\$125.00 P-04	3.10 NM	2	\$250.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays S	Spots/Week 2	Rate \$125.00	Rating 3.10						
N 9 WNDU	10/17/1	6 10/23/16	Newscenter 16 S	-	8a-9a	S	:30	2	\$175.00 P-04	5.20 NM	2	\$350.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays	Spots/Week 2	<u>Rate</u> \$175.00	Rating 5.20						
N10 WNDU	10/22/1	6 10/22/16	Newscenter 16 @ Newscenter 16 @		558p-630p	S-	:30	2	\$200.00 P-04	6.10 NM	2	\$400.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays S-	Spots/Week 2	<u>Rate</u> \$200.00	Rating 6.10						
N11 WNDU			Early News Rotat	or Sa-SûM	<u> </u>	) PMSS	:30	2	\$600.00 P-04	8.00 NM	2	\$1,200.00
Star Week: 10/	rt Date	End Date 10/23/16	Weekdays SS	Spots/Week 2	Rate \$600.00	Rating 8.00						
N12 WNDU			Newscenter 16 @	6p Su <b>6</b> M	558p-630p	S	:30	2	\$200.00 P-04	8.80 NM	2	\$400.00
Star Week: 10/	rt Date	End Date 10/23/16	Newscenter 16 @ WeekdaysS	Spots/Week	<u>Rate</u> \$200.00	Rating 8.80						
N13 WNDU			16 Morning News	@ 630 <b>2</b> M	630a-7a	МГЖГЕ	:30	10	\$275.00 P-04	3.20 NM	10	\$2,750.00
Star Week: 10/	rt Date	End Date 10/23/16	16 Morning News Weekdays MTWTF	Spots/Week 10	<u>Rate</u> \$275.00	Rating 3.20						
N14 WNDU			Today Show Today Show	СМ	7a-9a	МГЖГБ	:30	20	\$250.00 P-04	4.40 NM	20	\$5,000.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays MTWTF	Spots/Week 20	<u>Rate</u> \$250.00	Rating 4.40						
N15 WNDU	10/17/1	6 10/23/16	Newscenter 16 @ Newscenter 16 @		1158a-1230p	MTWTF	:30	10	\$75.00 P-04	1.60 NM	10	\$750.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays MTWTF	Spots/Week 10	<u>Rate</u> \$75.00	Rating 1.60						
N16 WNDU	10/17/1	6 10/23/16	Today Show 3 Today Show 3	СМ	10a-11a	МГЖГБ	:30	10	\$75.00 P-04	1.90 NM	10	\$750.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays MTWTF	Spots/Week 10	<u>Rate</u> \$75.00	Rating 1.90						
N17 WNDU	10/17/1	6 10/23/16	M-F 4p-5p M-F 4p-5p	СМ	358p-5p	МГWГF	:30	5	\$110.00 P-04	1.90 NM	5	\$550.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays MTWTF	Spots/Week 5	Rate \$110.00	Rating 1.90						
N18 WNDU	10/17/1	6 10/23/16	Newscenter 16 @ Newscenter 16 @	•	5p-530p	МГWГF	:30	5	\$275.00 P-04	3.40 NM	5	\$1,375.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$275.00	Rating 3.40						
N19 WNDU	10/17/1	6 10/23/16	Newscenter 16 @ Newscenter 16 @	•	530p-6p	МГWГF	:30	10	\$300.00 P-04	4.20 NM	10	\$3,000.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays MTWTF	Spots/Week 10	Rate \$300.00	Rating 4.20						
N20 WNDU	10/17/1	6 10/23/16	M-F 730p-8p M-F 730p-8p	СМ	730p-8p	МГWГF	:30	5	\$125.00 P-04	1.80 NM	5	\$625.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays MTWTF	Spots/Week 5	Rate \$125.00	Rating 1.80						
N21 WNDU		6 10/23/16	Wednesday Primo		9p-10p	W	:30	1	\$600.00 P-04	7.50 NM	1	\$600.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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 Order / Rev:
 414864
 Advertiser:
 Eric Holcomb for Indiana

 Alt Order #:
 Product Desc:
 Holcomb for Governor
 WNDU

 Flight Dates:
 10/17/16 - 10/23/16
 Estimate:
 1966

Ln Ch Start End	Inventory Code Break	Start/End 1	Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
N21 WNDU 10/17/16 10/23/16	Wednesday Prime Hr 2 CM Wednesday Prime Hr 2	9p-10p	W	:30 1	\$600.00 P-04 7.50 NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> Week: 10/17/16 <u>End Date</u>	Weekdays Spots/Week	Rate \$600.00	Rating 7.50				
N22 WNDU 10/17/16 10/23/16	Tuesday Prime Hr 2 CM Tuesday Prime Hr 2	9p-10p	- T	:30 1	\$500.00 P-04 8.80 NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> Week: 10/17/16 10/23/16	Weekdays Spots/Week	Rate \$500.00	Rating 8.80				
N23 WNDU 10/23/16 10/23/16	Meet The Press CM Meet The Press	1058a-12p	S	:30 2	\$250.00 P-04 2.40 NM	2	\$500.00
Start Date         End Date           Week: 10/17/16         10/23/16	Weekdays Spots/Week	<u>Rate</u> \$250.00	Rating 2.40				
N24 WNDU 10/22/16 10/22/16	Newscenter 16 Sat AM CM Newscenter 16 Sat AM	658a-10a	S-	:30 2	\$150.00 P-04 2.70 NM	2	\$300.00
<u>Start Date</u> <u>End Date</u> Week: 10/17/16 <u>End Date</u>	Weekdays Spots/Week	<u>Rate</u> \$150.00	Rating 2.70				
N25 WNDU 10/22/16 10/22/16	Newscenter 16 @ 11p S&M Newscenter 16 @ 11p Sat	11p-1130p	S-	:30 1	\$200.00 P-04 3.60 NM	1	\$200.00
Start Date         End Date           Week: 10/17/16         10/23/16	Weekdays Spots/Week	<u>Rate</u> \$200.00	Rating 3.60				
N26 WNDU 10/21/16 10/21/16	Friday Prime Hr 1 CM Friday Prime Hr 1	758p-9p	F	:30 1	\$300.00 P-04 3.60 NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> Week: 10/17/16 <u>End Date</u>	Weekdays Spots/Week	<u>Rate</u> \$300.00	Rating 3.60				
N27 WNDU 10/23/16 10/23/16	Late Newscenter 16 @ 10M Late Newscenter 16 @ 11p	11:30 PM-12 (11:30 PM-1	2:00 XIS 2:00 XM)	:30 2	\$100.00 P-04 0.00 NM	2	\$200.00
<u>Start Date</u> <u>End Date</u> Week: 10/17/16 <u>End Date</u>	Weekdays Spots/Week	Rate \$100.00	Rating 0.00				
N28 WNDU 10/17/16 10/23/16	Days of Our Lives CM Days of Our Lives	2p-3p	MTWTF	:30 10	\$75.00 P-04 1.60 NM	10	\$750.00
Start Date         End Date           Week: 10/17/16         10/23/16	Weekdays Spots/Week MTWTF 10	<u>Rate</u> \$75.00	Rating 1.60				

Totals 158 \$35,025.00

## **CONTRACT**



And:

Target Enterprises 15260 Venture Blvd Ste 1240 Sherman Oaks, CA 91403

	Contract / Re	vision	A	Alt Order	<u>#</u>
	414864	/			
Product					
Holcomb for Governor					
Contract Dates	Estimate #				
10/17/16 - 10/23/16	1966				
Advertiser			Orig	jinal Date	/ Revision
Eric Holcomb for Indian	а		09	9/09/16	/ 10/11/16
	Billing Cycle	Billing	Cale	ndar	Cash/Trade
	EOM/EOC	Broadcast			Cash
	Property	Accou	nt Ex	ecutive	Sales Office
	WNDU	Howar	d Vo	ss	South Bend Na
	Special Hand	lling			•
	Domographia				
	Demographic	<u>-</u>			
	Adults 35+				
					Total Ratings
					552.60
	Agy Code	Advert	iser (	Code_	Product 1/2
	9915473				
	Agency Ref			Advertise	r Ref

6189

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Print Date 10/14/16

*Line Ch Start Date End Date Description	Start/End Time	Days	Spots/ Length Week	Rate Rtn Ty	pe Spots	Amount
N 1 WNDU 10/17/16 10/23/16 Newscenter 16 @ 6p M-F  Start Date End Date Weekdays Spots/Week  Week: 10/17/16 10/23/16 MTWTF 10	558p-630p <u>Rate</u> \$400.00	Rating 6.50	:30		M 10	\$4,000.00
N         2         WNDU 10/17/16         10/23/16         NBC Nightly News           Start Date         End Date         Weekdays         Spots/Week           Week:         10/17/16         10/23/16         MTWTF         3	630-7p <u>Rate</u> \$600.00	Rating 8.50	:30	N	М 3	\$1,800.00
N         3         WNDU 10/17/16         10/23/16         16 Morning News 6a           Start Date         End Date         Weekdays         Spots/Week           Week:         10/17/16         10/23/16         MTWTF         10	558a-630a <u>Rate</u> \$250.00	Rating 2.80	:30	N	M 10	\$2,500.00
N 4 WNDU10/17/16 10/23/16 M-F 7p-8p  Start Date End Date Weekdays Spots/Week  Week: 10/17/16 10/23/16 MTWTF- 5	7p-730p <u>Rate</u> \$150.00	Rating 2.80	:30	N	M 5	\$750.00
N 5 WNDU 10/17/16 10/23/16 Newscenter 16 @ 11p M-F  Start Date End Date Weekdays Spots/Week  Week: 10/17/16 10/23/16 MTWTF- 10	11p-1135p <u>Rate</u> \$350.00	Rating 3.40	:30	N	M 10	\$3,500.00
N         6         WNDU 10/17/16         10/23/16         The Tonight Show           Start Date         End Date         Weekdays         Spots/Week           Week:         10/17/16         10/23/16         MTWTF         5	1135p-1237a <u>Rate</u> \$125.00	Rating 1.70	:30	N	M 5	\$625.00
N 7 WNDU 10/17/16 10/23/16 Today Show II  Start Date End Date Weekdays Spots/Week Week: 10/17/16 10/23/16 MTWTF- 10	9a-10a <u>Rate</u> \$110.00	Rating 3.30	:30	N	M 10	\$1,100.00
N         8         WNDU 10/17/16         10/23/16         Su Today           Start Date         End Date         Weekdays         Spots/Week           Week:         10/17/16         10/23/16        S         2	9a-10a <u>Rate</u> \$125.00	Rating 3.10	:30	N	M 2	\$250.00
N         9         WNDU 10/17/16         10/23/16         Newscenter 16 Sun AM           Start Date         End Date         Weekdays         Spots/Week           Week:         10/17/16         10/23/16        S         2	8a-9a <u>Rate</u> \$175.00	Rating 5.20	:30	N	M 2	\$350.00
N 10 WNDU 10/22/16 10/22/16 Newscenter 16 @ 6p Sat  Start Date End Date Weekdays Spots/Week Week: 10/17/16 10/23/16 S- 2	558p-630p Rate \$200.00	Rating 6.10	:30	N	M 2	\$400.00
N         11         WNDU 10/17/16         10/23/16         Early News Rotator Sa-Su           Start Date         End Date         Weekdays         Spots/Week           Week:         10/17/16         10/23/16        SS         2	6:30 PM-7:00 Rate \$600.00	PM Rating 8.00	:30	N	M 2	\$1,200.00
N       12       WNDU 10/23/16       10/23/16       Newscenter 16 @ 6p Sun         Start Date Week:       End Date 10/23/16       Weekdays 2 Spots/Week         Week:       10/17/16       10/23/16      S       2	558p-630p Rate \$200.00	Rating 8.80	:30	N	M 2	\$400.00

Ch Start Date End

\*Line

Week: 10/17/16

10/23/16

MTWTF--

	Contract / Revision	Alt Order #
	414864 /	
Contract Dates	Product	Estimate #
10/17/16 - 10/23/16	Holcomb for Governor	1966
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•								
			Advertiser Eric Holcomb	o for Indiana		Original Date / Revis 09/09/16 / 10/		
l Date Description	n	Start/End Time	Days	Spots/ Length Week	Rate Rtn Typ	e Spots	Amount	
te Weekdays	Spots/Week	Rate	Rating					
23/16 16 Morning te Weekdays 6 MTWTF	News 630a Spots/Week 10	630a-7a <u>Rate</u> \$275.00	Rating 3.20	:30	NM	10	\$2,750.00	
23/16 Today Shov	Spots/Week	7a-9a Rate	Rating	:30	NM	20	\$5,000.00	

Start Date End Date N 13 WNDU 10/17/16 Start Date **End Date** Week: 10/17/16 10/23/16 N 14 WNDU 10/17/16 10/23 Start Date **End Date** Week: 10/17/16 10/23/16 MTWTF--20 \$250.00 4 40 N 15 WNDU 10/17/16 NM 10 \$750.00 10/23/16 Newscenter 16 @ Noon 1158a-1230p .30 Spots/Week Start Date **End Date** Weekdays Rate Rating MTWTF--\$75.00 Week: 10/17/16 10/23/16 10 1.60 16 WNDU 10/17/16 NM 10/23/16 Today Show 3 10a-11a :30 10 \$750.00 Weekdays Spots/Week **End Date** Start Date Rate Rating MTWTF-\$75.00 Week: 10/17/16 10/23/16 10 1.90 WNDU 10/17/16 10/23/16 M-F 4p-5p 358p-5p :30 NM 5 \$550.00 Weekdays Spots/Week End Date Start Date Rating Rate Week: 10/17/16 10/23/16 MTWTF-5 \$110.00 1.90 18 WNDU 10/17/16 10/23/16 Newscenter 16 @ 5p M-F 5p-530p NM :30 5 \$1,375.00 Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/17/16 10/23/16 MTWTF-5 \$275.00 3.40 WNDU 10/17/16 10/23/16 Newscenter 16 @ 530p M-F 530p-6p :30 NM 10 \$3,000.00 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16 MTWTF- -10 \$300.00 4.20 20 WNDU 10/17/16 M-F 730p-8p NM \$625.00 10/23/16 730p-8p :30 5 Spots/Week Start Date **End Date** Weekdays Rate Rating 10/23/16 MTWTF--\$125.00 Week: 10/17/16 5 1.80 WNDU 10/17/16 21 Wednesday Prime Hr 2 :30 NM 10/23/16 9p-10p 1 \$600.00 Spots/Week Start Date **End Date** Weekdays Rate Rating \$600.00 10/17/16 10/23/16 - - W- - -7.50 22 WNDU 10/17/16 10/23/16 Tuesday Prime Hr 2 9p-10p :30 NM \$500.00 End Date Start Date Spots/Week Weekdays Rate Rating 10/17/16 10/23/16 \$500.00 8.80 Meet The Press 23 WNDU 10/23/16 1058a-12p NM 10/23/16 :30 2 \$500.00 Spots/Week Start Date **End Date** Weekdays Rate Rating \$250.00 10/17/16 10/23/16 2.40 2 N 24 WNDU 10/22/16 Newscenter 16 Sat AM 658a-10a :30 NM \$300.00 10/22/16 2 Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 10/17/16 10/23/16 2 \$150.00 2.70 - - - - S-WNDU 10/22/16 11p-1130p NM 10/22/16 Newscenter 16 @ 11p Sat :30 1 \$200.00 Spots/Week Start Date **End Date** Weekdays Rate Rating \$200.00 Week: 10/17/16 10/23/16 ---S-3.60 WNDU 10/21/16 Friday Prime Hr 1 26 10/21/16 758p-9p :30 NM \$300.00 Weekdays Spots/Week Start Date **End Date** Rate Rating 10/17/16 10/23/16 ---F--\$300.00 3.60 11:30 PM-12:00 XN WNDU 10/23/16 10/23/16 Late Newscenter 16 @ 11p :30 NM 2 \$200.00 Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 10/17/16 10/23/16 \$100.00 0.00 WNDU 10/17/16 10/23/16 Days of Our Lives 2p-3p :30 NM 10 \$750.00 Rat<u>e</u> Rating Start Date **End Date** Weekdays Spots/Week

Totals 552.60 158 \$35,025.00

\$75.00

10

1.60



	Contract / Revision 414864 /	1_	Alt Order #
Contract Dates 10/17/16 - 10/23/16	Product Holcomb for Gover	nor	Estimate # 1966
Advertiser Eric Holcomb for Indiana			nal Date / Revision /09/16 / 10/11/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 -10/23/16	158	\$35,025.00	(\$5,253.75)	\$29,771.25
Totals	158	\$35,025.00	(\$5,253.75)	\$29,771.25

Signature:	Date: